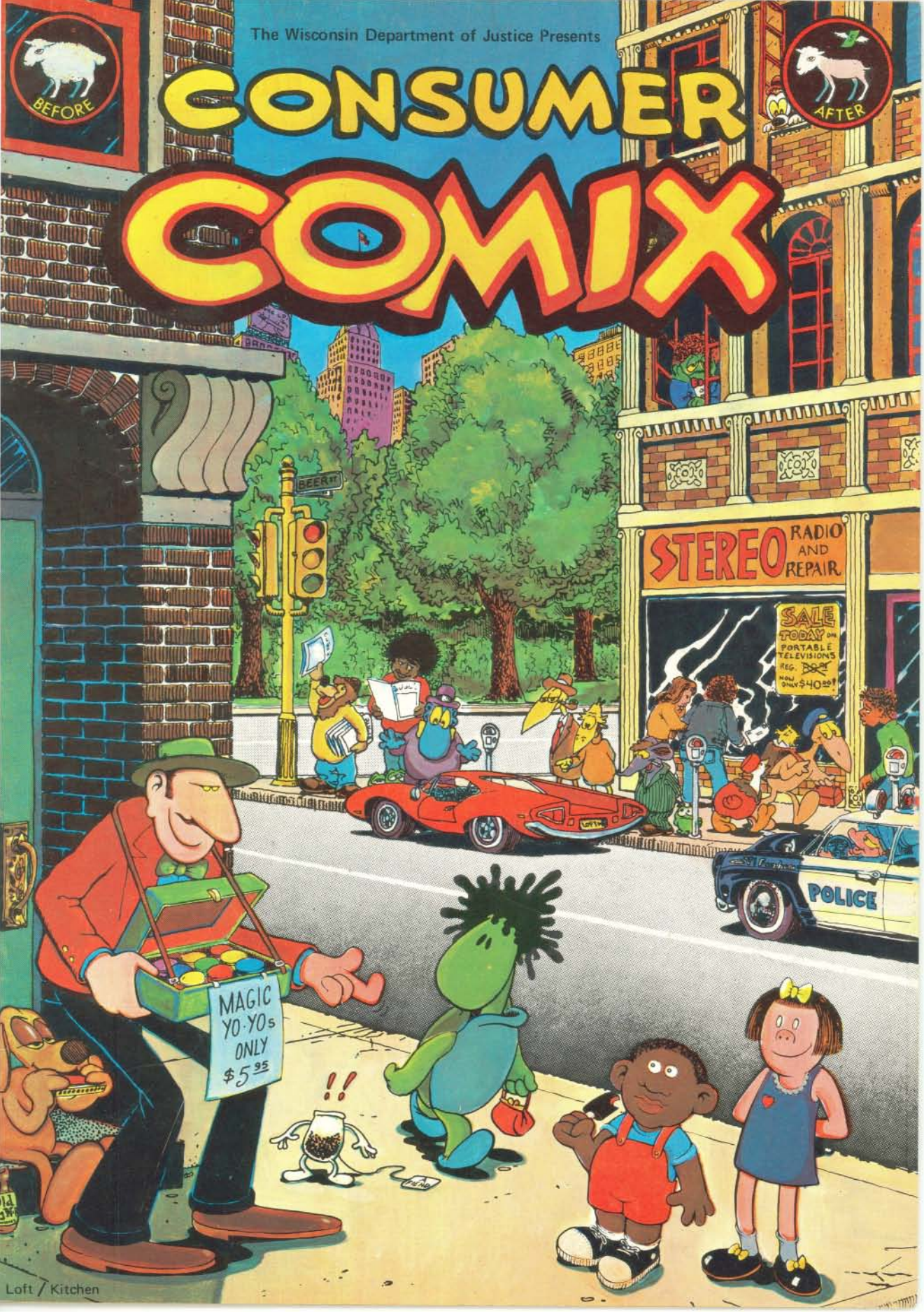

The Wisconsin Department of Justice Presents
CONSUMER COMIX
BEFORE
AFTER
BEER
STEREO RADIO AND REPAIR
SALE TODAY ON PORTABLE TELEVISIONS REG. NOW ONLY $40.00
POLICE
MAGIC YO-YOs ONLY $5.95
!!
Loft / Kitchen

An introduction

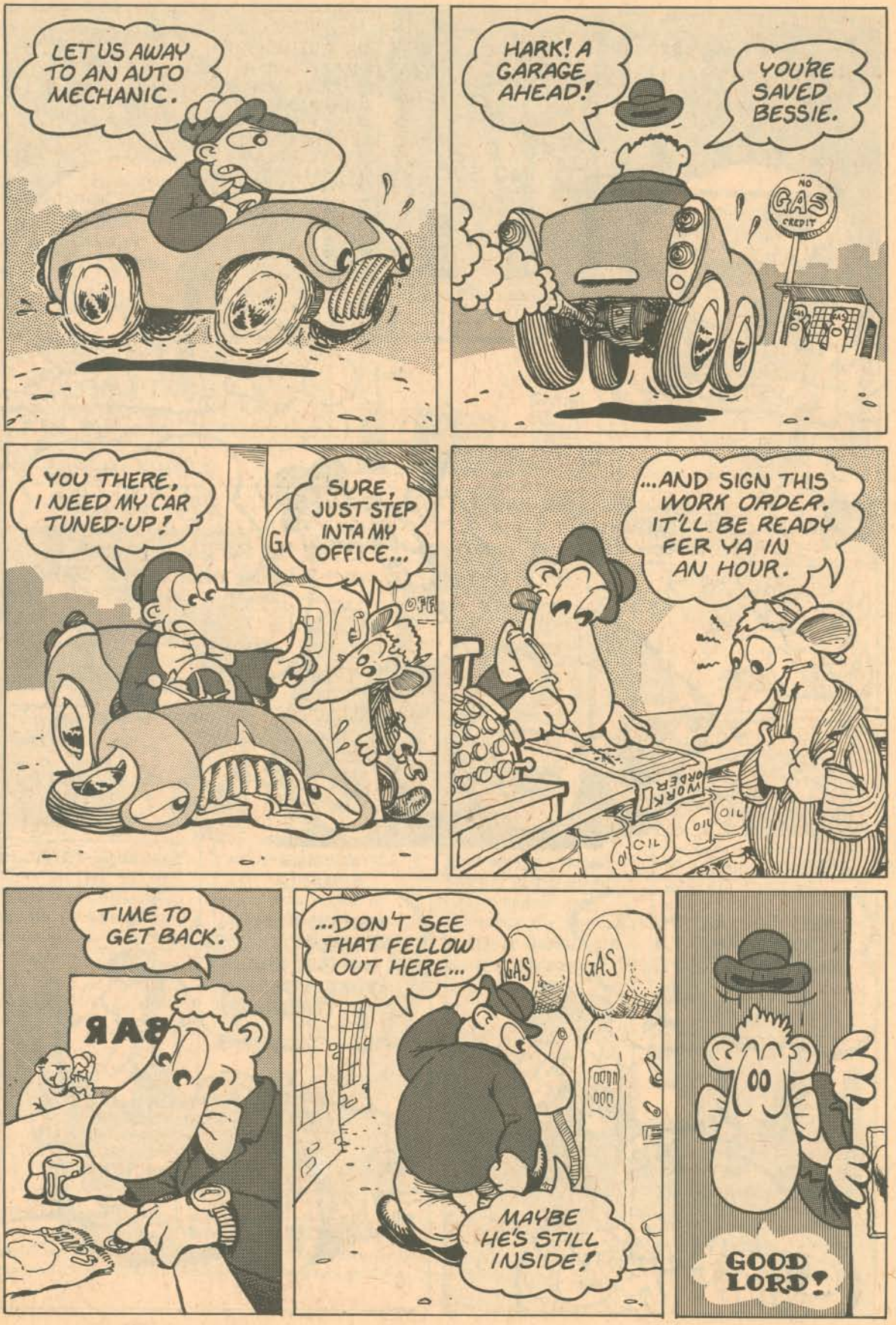
THIS ISN'T AN ORDINARY COMIC BOOK. THIS IS AN EDUCATIONAL COMIC BOOK. (WHICH DOESN'T MAKE IT ANY LESS ENTERTAINING.)
SHE WANTS US TO READ A COMIC?
YEAH!
CONSUMER COMIX
THE PURPOSE OF THIS BOOK IS TO EXPOSE THE TACTICS THAT SOME DEVIOUS BUSINESSMEN USE TO RIP-OFF UNSUSPECTING CONSUMERS.
SOME ARE OUTRIGHT CRIMINALS WHO THINK NOTHING OF TAKING ADVANTAGE OF OLDER PERSONS...
WE'RE CITY FURNACE INSPECTORS, LADY.
OH... DO COME IN.
FAKE I.D.
LOOKS LIKE YOU NEED A REBUILT PHLEM, LADY. THAT'LL BE $800.
OH DEAR!

... OR EVEN YOUNG PEOPLE.
SIGN HERE!
BUT MOST OF THE OFFENDERS ARE FAR MORE SUBTLE. THEY ARE SLICK DEALERS WHO TRY TO GET AROUND THE LAW WITH GLIB PROMISES AND MISLEADING ADVERTISING...
OF COURSE IT'S GUARANTEED, MA'M. I PERSONALLY GUARANTEE IT.
FREE PANDA
CERTAINLY IT'S FREE, SIR... ALL YOU HAVE TO BUY IS...

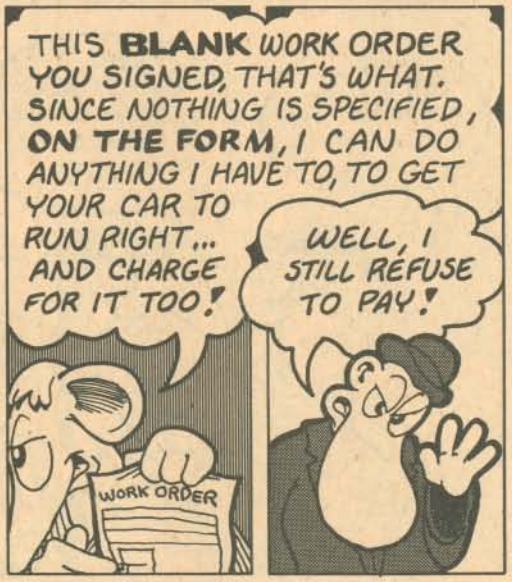
DON'T LET YOURSELF BE A VICTIM. BE AN EDUCATED CONSUMER. STAND UP FOR YOUR RIGHTS.
LET ME SEE THE FINE PRINT!
UH... SURE. (GULP!)
MOST MERCHANTS ARE HONORABLE AND WILL MAKE AMENDS FOR MISTAKES.
I'M TRULY SORRY. HERE'S YOUR REFUND.
SHAMPOO
BUT IF YOU THINK YOU'VE BEEN RIPPED OFF, REPORT THE INCIDENT TO THE NEAREST CONSUMER PROTECTION OFFICE.
I'M REPORTING YOU!
HA! GO AHEAD AND TRY!
IF A LAW HAS BEEN BROKEN, JUSTICE WILL PREVAIL.
GUILTY.
Kitchen

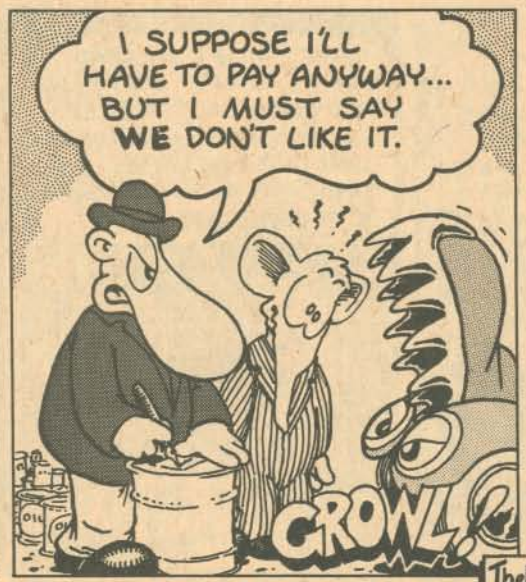
CONSUMER COMIX. A project of the Wisconsin Department of Justice, funded by the Office of Economic Opportunity, Washington, D.C. 20506. The opinions expressed herein are those of the authors and should not be construed as representing the opinions or policy of any agency of the United States government. Entire contents copyright©1975 jointly by the Wisconsin Department of Justice and Krupp Comic Works, Inc. Contributing artists: Peter Loft, Peter Poplaski, and Denis Kitchen (Editor.)

MECHANTRY
A MODERN TALE OF WOE BY PETE LOFT... DEDICATED TO TOAD, SYBIL, AND NANCE.
GUSTOV
MORT 7/8 MECH.
AHHH! THERE'S NOTHING LIKE A LITTLE DRIVE IN THE PARK ON A WEEKEND TO MAKE THE DAY SWEET!!
RRRR K-KOF
YES SIR, NOTHING... LORDY! WHAT A SOUND! ARE YOUR POINTS BURNIN', BESSIE LUV?
KOFF! KOFF!
YOU'RE RUNNIN' A TEMPERATURE DEAR! I DO BELIEVE IT'S TIME YOU HAD A TUNE UP.


LET US AWAY TO AN AUTO MECHANIC.
HARK! A GARAGE AHEAD!
YOU'RE SAVED BESSIE.
NO GAS CREDIT
YOU THERE, I NEED MY CAR TUNED-UP!
SURE, JUST STEP INTA MY OFFICE...
...AND SIGN THIS WORK ORDER. IT'LL BE READY FER YA IN AN HOUR.
WORK ORDER
OIL
TIME TO GET BACK.
BAR
...DON'T SEE THAT FELLOW OUT HERE...
GAS
GAS
MAYBE HE'S STILL INSIDE!
GOOD LORD!

I STARTED TO DO A TUNE-UP, BUT I FOUND A CRACK IN YOUR MAIN BLOCK THAT WAS CAUSED BY A BENT ROTOR SHAFT BECAUSE THE CAM LOBS ARE WORN FROM EXCESSIVE...
LITTLE GOLDEN VOLUME OF TOY REPAIR


THIS BLANK WORK ORDER YOU SIGNED, THAT'S WHAT. SINCE NOTHING IS SPECIFIED, ON THE FORM, I CAN DO ANYTHING I HAVE TO, TO GET YOUR CAR TO RUN RIGHT... AND CHARGE FOR IT TOO!
WORK ORDER
WELL, I STILL REFUSE TO PAY!



INSIST ON A COPY OF A WRITTEN ESTIMATE AND HAVE IT STATE THAT YOU MUST O.K. ANY ADDITIONAL REPAIRS. IF YOU DO NOT, THE FINAL BILL MAY SURPRISE YOU. ASK OTHER PEOPLE ABOUT HONEST REPAIRMEN AND CALL CONSUMER AGENCIES TO FIND OUT WHAT INFORMATION THEY HAVE ABOUT A PARTICULAR REPAIR SHOP.

The End

LOUIE the LEAKER in... CREDIT COSTS

MAY I HELP YOU, SIR?
GEE... I DON'T KNOW. I LIKE THIS CASSETTE TAPE RECORDER, BUT I CAN'T REALLY AFFORD IT.
WHY DON'T YOU PAY IN CONVENIENT WEEKLY INSTALLMENTS? ... ARE YOU WORKING?
SPECIAL
Only $39.95
ALBUMS
ALICE COOPER

LOUIE, DIDN'T YOU READ THIS? YOU PAY ONLY $1.25 PER WEEK, BUT FOR 52 WEEKS. SIMPLE ARITHMETIC SHOWS YOU'RE PAYING A TOTAL OF $65. NOT SUCH A BARGAIN AFTER ALL!
Kitchen

WHEN YOU BUY ITEMS ON AN INSTALLMENT PLAN, BE SURE YOU KNOW WHAT THE TOTAL COST WILL BE. ALL CHARGES SHOULD BE LISTED SEPARATELY AND THE $ AMOUNT OF ALL CHARGES MUST ALSO BE SHOWN.

THE MAXIMUM ANNUAL INTEREST THAT CAN BE CHARGED IS SET BY WISCONSIN LAW, IN MOST CASES. CHECK WITH THE STORE, BANK, CREDIT UNION OR OTHER LENDING SOURCES FOR THE LOWEST AVAILABLE RATE.

FLOOTY
THE TURTLE...
BUYS A BICYCLE
VOTE
WALKIN' ROUND ON A SCORCHER LIKE TODAY CAN REALLY MAKE A TURTLE TIRED...
SPARE CHANGE?
FOODS
...WITH VINCENT THE TEABAG...
TURTLES AREN'T SO FAST, EVEN IF YOU GOTS BIG, FINE LEGS LIKE MINE!
?
I COULDN'T AFFORD A CAR, THO, AND... WHAT'S THAT?
!
A SALE ON BICYCLES. A SET OF WHEELS'D REALLY MAKE LIFE EASIER ON MY FEET.
BUS STOP
BUT, A SMART GAL LIKE I AM SHOPS AROUND TO FIND THE BEST PRICE
LATER...
THE BIKE SHOP
2130
GEEZ, ALL THESE PLACES HAVE HIGHER PRICES...
HOP IN, VINCE! WE'RE GOING TO GO UPTOWN FOR A BICYCLE SALE...

I GUESS WE'RE HERE, VINCE.
203
THE SALE IS AT A PLACE CALLED CHEEPIE'S!
SEARS
C'MON, VINCE! THIS IS THE STORE.
GOOD AFTERNOON MISS! ARE YOU BEING HELPED? NO? PERHAPS I CAN BE OF SERVICE. I SEE YOU'RE INTERESTED IN BICYCLES.
A-HUH!
TOYS
SALE
THIS IS OUR SPECIAL-PRICED IMPORTED TYPE. DO YOU LIKE IT MUCH?
A-HUH!
I'M HAPPY TO SAY IT'S THE LEAST EXPENSIVE IN TOWN!
A-HUH!
DO YOU WANT TO BUY IT?
A-HUH!
NOW THIS IS THE WAY TO TRAVEL, EH, VINCE?!
VOOM!
BAMM!
ZOOM!
WOW!
I'M REALLY GOIN'... HEY! WHERE'D THIS HILL COME FROM? I'D BETTER SLOW DOWN OR... ARGH! MY BRAKES DON'T WORK!!
STEEP SLOPE

HEL-L-L-L

Helga the Hen in:
„REDUCING FEE"
GOOD-MORNING!
GOOD-MORNING, SIR! I SAW YOUR AD OFFERING A FREE TRIAL VISIT TO YOUR HEALTH SPA... SO HERE I AM!
I SUPPOSE YOU ARE HERE TO LOSE SOME WEIGHT?
GOODNESS! DOES IT SHOW VERY MUCH?
NOT REALLY, BUT MANY OF OUR PATRONS DO COME TO REDUCE. NOW, THIS IS OUR SAUNA!
OUR HEATED SWIMMING POOL!
MY! THIS MUST BE EXPENSIVE!
THE COST IS ONLY $10.00 A VISIT.
THAT'S TOO MUCH FOR ME!!
BUT, IF YOU BECOME A MEMBER THE COST WOULD BE $300.00 FOR A YEAR. THAT SOUNDS EXPENSIVE, BUT IT WORKS OUT TO ONLY 82¢ A VISIT IF YOU GO EVERY DAY!
82¢ IS A BIG SAVING OVER $10.00.
... AND, YOU COULD SLIM DOWN SO EASILY!!
WHERE DO I SIGN?
MEMBERSHIP CONTRACT
THE FIRST VISIT!!
LOCKERS
OH... AM I EVER POOPED! THIS ACTIVITY HAS ME ALL SO TIRED! I THINK I'D BETTER JUST CANCEL THAT MEMBERSHIP!
MR. MANAGER, I DON'T THINK I LIKE BEING THIS TIRED, SO I'VE DECIDED TO CANCEL MY NEW MEMBERSHIP!
MS. HEN, ARE YOU GOING TO GIVE UP SO EASILY? GIVE YOURSELF A LITTLE TIME. IF YOU QUIT NOW, HOW CAN YOU EVER EXPECT RESULTS? YOU MUST CONTINUE! BESIDES, YOUR MEMBERSHIP CANNOT BE CANCELLED!
I SUPPOSE I WILL LOSE SOME WEIGHT! SINCE I CAN NO LONGER AFFORD BUS-RIDES...
SPA
THE END
HEALTH SPAS MAY USE HIGH PRESSURE TACTICS TO SELL MEMBERSHIPS. DON'T SIGN A LONG-TERM CONTRACT UNTIL YOU TRY THE SPA A FEW TIMES. READ THE CONTRACT AND ANY CANCELLATION POLICY BEFORE SIGNING. BE SURE TO KEEP ALL COPIES OF THE SIGNED PAPERS.
IF YOU'RE OUT OF SHAPE, DON'T START ANY STRENUOUS EXCERCISE OR WEIGHT-LOSS PROGRAM UNTIL CONSULTING A DOCTOR.

LITTLE DID RANDY AND PAULINE REALIZE WHAT WAS IN STORE FOR THEM WHEN SLY MR. FLYBYNIGHT CAME A CALLING TO GIVE THEM A LESSON THEY WILL ALWAYS RECALL WHENEVER THEY THINK OF...

POTS N' PANS

THIS SHOULD BE EASY! A NEWLY WED COUPLE LIVES HERE!
DING DONG
I'LL GET THE DOOR!
OKAY, HON! I'M TURNING ON THE FOOTBALL GAME!
Penrod
POTS N' PANS

YOU SEE, I'M HERE TO CELEBRATE YOUR NEW MARITAL STATUS WITH A FREE INTRODUCTORY ITEM AND SINCERE CONGRATULATIONS FROM MYSELF AND MY COMPANY!
OH, WELL DO COME IN PLEASE!

THANK YOU! I'LL GET A FEW THINGS TO SHOW YOU AND WE'LL SEE WHAT HAPPENS!
HMMM! MAYBE I COULD USE SOME NEW POTS AND PANS!
Penrod
HERE WE ARE, A FINE SELECTION OF POTS AND PANS THAT EVERY HOUSE-WIFE SHOULD OWN
AND THIS IS NO ORDINARY COOKWARE, NO SIR, THIS IS QUALITY IN CAPITAL LETTERS!
OF COURSE THIS QUALITY IS FULLY INSURED WITH A SATISFACTORY GUARANTEE FROM THE MANUFACTURER!
THIS IS NICE!
JUST THINK, THE PERFECT GIFT, SO PRACTICAL AND COSTS ONLY $ 2.50 A WEEK! HOW CAN YOU GO WRONG?
I'LL TALK TO MY HUSBAND!
AHA! NOW FOR THE MOMENT OF TRUTH! CAN SHE DO IT?
RANDY? RANDY! UM-- MY BIRTHDAY IS NEXT WEEK, AND WE DO NEED SOME NEW THINGS ANYWAY, SO DON'T YOU THINK IT'S A GOOD IDEA IF WE BOUGHT A NEW SET OF COOKWARE?
SPLAT
YES FOLKS, THIS HAS BEEN ONE OF THE ROUGHEST FOOTBALL GAMES THIS REPORTER HAS EVER BEEN WITNESS TO!
WHA--?
SMAK
2

LISTEN, ITS ONLY $2.50 A WEEK. WE COULD THEN GIVE MY FOLKS THEIR OLD SET BACK! JUST SIGN HERE WE CAN AFFORD IT! HERE'S A PENCIL.
WAIT A MINUTE!
FOURTH DOWN AND THEY'RE GOING TO KICK!
RANDY, PLEASE, THE MAN IS WAITING.
HEY, THE PACK BLOCKED THE KICK. WOULD YOU LOOK AT THAT!
PUNT
BONK
EVERYTHING SEEMS TO BE IN ORDER...
I THINK I'LL MAKE SPAGETTI!
OH YES, YOUR FREE GIFT A SOUP LADLE, WITH MY COMPLIMENTS!
OH THANK YOU!
TWO DAYS LATER--- AT HER MOTHER'S HOUSE---
THAT'S NICE!
HMMM... WELL ALL I CAN SAY IS...
AND IT'S ONLY $2.50 A MONTH. YOU'LL HAVE TO COME OVER.
RANDY MUST BE REALLY PULLING IN THE MONEY! THOSE POTS AND PANS ARE GOING TO RUN YOU ABOUT $400!
WHAT DID YOU SAY BILLY?
AW COM'ON. DIDN'T YOU AND RANDY SIT DOWN AND FIGURE OUT THE TOTAL COST?
ER... NO! I WAS FIGURING ABOUT $200!
SIS, I THINK YOU WERE TAKEN TO THE CLEANERS!
HI EVERYBODY! WHAT'S HAPPENING?
OH RANDY. I THINK WE'VE MADE A TERRIBLE MISTAKE!
3

THAT POTS N' PANS MAN IS OVER-CHARGING US AND IT'S ALL MY FAULT! IS THERE NOTHING WE CAN DO?
I'M SURE SOMETHING CAN BE DONE!
HEY RANDY, LISTEN. JUST TELL THAT JOKER YOU DON'T WANT HIS JUNK. THE LAW SAYS YOU'VE GOT 3 DAYS OR SOMETHING TO MAKE UP YOUR MIND.
SECONDS LATER...
HELLO? PENROD POTS N' PANS? THIS IS MR. THOMAS. I'M CALLING ABOUT THE COOKWARE YOU SOLD MY WIFE THE OTHER DAY.
WELL, I'M AFRAID THEY'RE UNSATISFACTORY. I'D LIKE YOU TO STOP BY AND PICK THEM UP! I'M CANCELLING THE CONTRACT BY REGISTERED MAIL TODAY! WE HAVE A "3-DAY COOLING OFF" PERIOD BY LAW FOR THIS TYPE OF SALE! PLEASE TAKE YOUR MERCHANDISE OR I SHALL BE FORCED TO NOTIFY THE OFFICE OF CONSUMER PROTECTION AND MY LAWYER!
?
WHAT? YOU CAN'T DO THAT! I'LL SUE!! WE'VE GOT A CONTRACT,
MEANWHILE...
A CONTRACT THAT IS BINDING! BUT, ERR,... LET'S SETTLE THIS OUT OF COURT. NOW I'M A NICE GUY. I'LL GIVE YOU AN EVEN BETTER DEAL!
HEY? HELLO? HELLO?
AND SO
WELL, HONEY, THAT'S THAT!
OH RANDY!
SMOOCH!
CLICK
THE END
4

IN MOST CASES... WHEN YOU BUY SOMETHING FROM A DOOR-TO-DOOR SALESMAN FOR MORE THAN $25 OR ON CREDIT, WISCONSIN LAW GIVES YOU THREE BUSINESS DAYS TO CANCEL THE CONTRACT IN WRITING, PREFERABLY BY REGISTERED OR CERTIFIED MAIL. THE SELLER HAS TO GIVE YOU WRITTEN NOTICE OF THIS RIGHT, ATTACHED TO THE SALES CONTRACT. BUT REMEMBER—THERE IS NO "COOLING OFF PERIOD" WHEN YOU BUY AN ITEM AT A STORE!

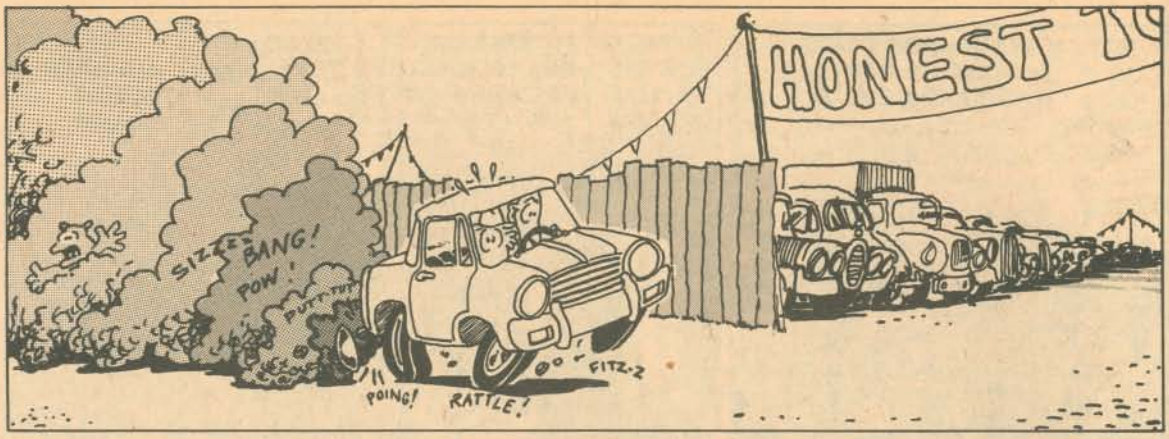
BEEZY BUNGRATTLE in

BIRTHDAY CAR BLUES

HEY KIDS... REMEMBER, LIFE IS HABIT FORMIN'!
TOK!
DREAM #25033 SUPER HERO!!
KLANK!
WOW! TODAY'S MY BIRTHDAY!
THIS YEAR I'M GONNA GET MYSELF A REAL SPECIAL GIFT!
I'LL BUY A CAR!... YEP! MAYBE A PORSCHE OR A CORVETTE!!
DREAM #77502 SPORTSCAR!!
GEE... $123.10... THAT WON'T SEE ME THRU TO A NEW SPORTSCAR, BUT LES'SEE IF I CAN FIND SUMPIN'...
...A LITTLE BIT CHEAPER HERE IN THE CITY.
PRESENTLY...
ZOWEE!!
HONEST TOAD'S

CAREFUL HARVEY! THE TRANSMISSION IS A LEMON ON DAT ONE! I WANT IT TO LAST 'TIL I SELL IT!
EXCUSE ME, BUT...
OFFICE
YA' WANNA BUY A CAR?! HAVE A CIGAR! I'VE GOT JUST WHAT YOU WANT!!
PSYCHO
THERE SHE IS! OWNED BY A LIL'OL' GRAN'MA WHO ONLY DROVE IT ON HOLIDAYS. SHE'S A BEAUT! LOW MILAGE TOO! JUST 500 ORIGINAL MILES. SHE'S A REAL STEAL!
SALE A GOOD BARGAIN
HOWBOUT UNDER THE HOOD, EH? SOME CLEAN ENGINE, EH, SON? JUST LIKE IT WAS WORKED ON, EH? BY THE WAY, LET ME TELL YOU THAT OUR WORK IS GUARANTEED!
HONEST TOAD'S AUTOS
HARVEY, THIS PILE IS LEAKIN' OIL LIKE A DOG, SO STEAM CLEAN THE WORKS. AN' ALSO SET THE ODOMETER BACK ABOUT 30,000 MILES...
AND ITS ALL YOURS FOR A PIDDLING $115.00 PLUS TAX...
THAT SOUNDS O.K. TO ME... WHERE DO I SIGN?
SAY! ISN'T THERE SUPPOSED TO BE A GUARANTEE?
DON'T YOU WORRY 'BOUT THAT SON! YOU HAVE MY OWN PERSONAL GUARANTEE!
NOW YOU DRIVE CAREFUL BOY! WOULDN'T WAN'NA RUIN YOUR BRAND NEW CAR!
KYUK-YUK!!
CONTRACT
DREAM #3074 LOVE IN A CAR
PUFF T-RAK! T-RAKITY-RAKITY! SP-P-P-P-UTT! PUTT!! COUGH! T-RAK!
THERE'S DAD IN THE YARD! I'LL JUST REV THE ENGINE A BIT T' SPRISE HIM!

NEIGHBOR'S DOG MUST BE DYIN'... SOUNDS BAD!...
VROOOOOM
GASP!
SQUEE-E-E
COUF!
HI DAD! HOW DO YOU LIKE THE NEW CAR?
ITS...(UGH!)...O.K... BUT TELL YER FRIEND HE MAY NOT KEEP IT HERE.
NO, NO, DAD! THIS IS MY CAR!
I FEEL A SEVERE ULCER COMING...
LEM'ME JUST TAKE A LOOK AT IT...
DREAM #30234 THE MUSCLE CAR!!
DO YERSELF A FAVOR, BEEZY, 'N' TAKE IT BACK TO THE DUMP!
DUMP?? BUT DAD!! I BOUGHT THAT CAR!
THE GUY THAT SOLD THIS TO ME SAID THIS CAR WAS DRIVEN ONLY BY A LITTLE OLD LADY, ONLY FOR 500 MILES, AND ONLY ON LEGAL HOLIDAYS! WHY... HE EVEN GAVE ME HER NAME AND NUMBER!
SO, DID YOU CALL HER TO FIND OUT?
NO, I DIDN'T, 'CAUSE THE DEALER SAID SHE WAS DYING!
WELL, MAYBE SHE'S BETTER NOW!!
HELLO? MS. BIRD? MR. BUNGRATTLE! DID YOU OWN A '57 BAGEL? YES?
YES! I USED IT TO DRIVE TO SCHOOL, BUT IT WORE OUT AT 75,000 MILES, SO MY DADDY GOT ME A NEW XKE!
MATH
HISTORY
YOUR DEALER WAS LYING!
SO WHAT?? HE GAVE ME HIS PERSONAL GUARANTEE ON IT!!
LET'S SEE IF HIS WORD IS GOOD!



IMPORTANT!!

★IF IN DOUBT ABOUT MILEAGE READING, CONTACT PREVIOUS OWNER.

★GET ALL CLAIMS & PROMISES IN WRITING!!

★CHECK VEHICLE THOROUGHLY BEFORE YOU BUY IT.

So Long!!

NEVER SIGN ANYTHING UNTIL YOU READ AND UNDERSTAND IT.!!

T.V. SPECIAL
WE'RE HOME DEAR!
STARRING THOSE NEWLYWEDS: JEDERMAN & NANCE
HEY! LOOKIT WHAT I JUST FOUND! SOME PLACE IS SELLING T.V.'s FOR $40.00!
THAT SOUNDS LIKE A GOOD DEAL TO ME.
COFFEE
...EARLY ONE MORNING...
NO KIDDING! HEY! LISTEN, IT'S GOT UHF, VHF, AND A SIX MONTHS GUARANTEE! LET'S GET ONE, M-M? O.K.?
...LATER THAT DAY...
TV RADIO SHOP
NO PARKING ANYTIME SAVEY?
THIS MUST BE THE STORE.
NOW... LET'S SEE...
HMMMM... NONE OF THESE ARE SALE-PRICED.
EXCUSE ME MR. SALESMAN, BUT I CAN'T FIND THAT $40.00 T.V. SPECIAL.
WE'RE ALREADY SOLD OUT OF THEM, SIR. THEY WENT VERY FAST.
SOLD OUT?
I'M AFRAID SO, SIR. BUT, MAY I INTEREST YOU IN THIS BETTER MODEL? IT HAS COLOR UHF & VHF, REMOTE CONTROL AND...
GOOD-BYE.
HI JED! YOU'RE HOME KINDA EARLY. DID YOU STOP AND GET THAT T.V.?
NOPE, THE STORE WAS OUT OF THEM.
THAT'S TOO BAD, HONEY. IT WAS SUCH A BARGAIN.
YEH, BUT... HEY! THE SAME STORE IS GON'NA RUN ANOTHER SALE.

LOOKS LIKE THE EXACT SAME ITEM. AND IT'S STILL ONLY 40 00 !
THIS TIME I'LL SHOW UP EARLY AND GET ONE BEFORE THEY SELL OUT.
ON HIS LUNCH HOUR.
SHOP
EXCUSE ME SIR. WHERE ARE YOUR $40 00 T.V.S ?
SOLD OUT SIR...
SOLD OUT?
...THEY WENT VERY FAST SIR...
... BUT, ALLOW ME TO INTEREST YOU IN THIS BETTER MODEL. IT HAS...
GOOD-BYE.
I MISSED OUT ON A T.V. AGAIN.
OH DARN!... YA KNOW, HONEY, IT SEEMS TO ME THAT STORE IS TRYING TO PULL BAIT-AND-SWITCH TACTICS ON YOU.
WHAT'S THAT?
BAIT-AND-SWITCH STARTS WITH AN ADVERTISED GOOD DEAL... A SPECIAL BARGAIN TO ATTRACT YOU TO THE STORE. ONCE YOU'RE THERE THE SALESMAN USUALLY TRIES TO TALK YOU INTO BUYING A HIGHER-PRICED ITEM. SOMETIMES A STORE WON'T HAVE THE ADVERTISED ITEM AT ALL. THERE ARE LAWS TO PROTECT YOU FROM THESE TACTICS!
YOU JUST MIGHT HAVE A POINT...
HONK!
... BUT I'M GOING TO GIVE THEM ONE MORE CHANCE. SEE! THEY RAN ANOTHER AD FOR THE SAME T.V. BUT...
SPE T. V.s! 40 00
THIS TIME I'M GON'NA BE THE VERY FIRST CUSTOMER!!
GOOD MORNING, SIR... ...ABOUT YOUR $40 00 T.V.s...
SORRY, SIR... ...ALL SOLD OUT... ...THEY WENT VERY FAST... ...CAN I INTEREST YOU IN A MUCH BETTER MODEL?
CUB SCOU
The End
REMEMBER: BE CAREFUL ABOUT ADS SHOWING FANTASTIC LOW PRICES. THE LAW REQUIRES ADS TO BE TRUTHFUL. IF THE STORE DOESN'T HAVE WHAT THEY ADVERTISE, OR IF THEY TRY TO GET YOU TO BUY OTHER HIGHER-PRICED STUFF... COMPLAIN!!

Mail Order Blues

HMMM... UPS AND DOWNS OF THE THIRD REICH (REG. $10)... REMAKING THE PRESIDENT (4 VOLUMES COUNT AS ONE.) ...THESE WILL REALLY IMPROVE OUR LIBRARY!

THESE NOTICES OF FUTURE SELECTIONS CAME TOO. WE HAVE TO CHECK OFF THE ITEMS WE DON'T WANT AND MAIL THE CARDS BACK.
WELL... DON'T WORRY ABOUT IT NOW. LISTEN TO THE MUSIC!

A month passes...
MORE PACKAGES, M'AM.
OH?
HOWARD... DID YOU ORDER "FAVORITE PICKLING RECIPES" OR "MARIO BANZA'S GREATEST HITS"?
ARE YOU KIDDING?
NO, I'M NOT. THEY CAME TODAY, ALONG WITH THESE IN-VOICES: $8.95 for THE BOOK, AND $6.95 for THE RECORD... PLUS SHIPPING COSTS!
PHHHT
THE FINE PRINT SAYS YOU HAVE TO NOTIFY THESE CLUBS IF YOU DON'T WANT FUTURE SELECTIONS, OR ELSE THEY'RE AUTOMATICALLY SENT EACH MONTH.
... NOT ONLY THAT, DADDY, YOU MIGHT BE ABLE TO BUY ANY OF THESE RECORDS CHEAPER AT A LOCAL STORE. STORES HARDLY EVER CHARGE THE FULL "LIST" PRICE FOR RECORDS.
AND THE BOOKS ARE "BOOK CLUB EDITIONS" WHICH MIGHT MEAN AN INFERIOR PRINTING METHOD OR CHEAPER PAPER, BUT STILL AT FULL "RETAIL" PRICES.
... AND YOU'VE SIGNED A CONTRACT REQUIRING YOU TO BUY AT LEAST EIGHT MORE SELECTIONS IN THE NEXT YEAR.
DADDY?
DADDY?
Kitchen

REMEMBER... MAKE SURE YOU UNDERSTAND YOUR MAIL ORDER MEMBERSHIP OBLIGATIONS.

- HOW MUCH DO YOU HAVE TO BUY?
- ARE YOU SENT ITEMS AUTOMATICALLY UNLESS YOU TELL THE CLUB NOT TO SEND THEM?
- HOW MANY DAYS WILL YOU HAVE TO NOTIFY THE CLUB THAT YOU DO NOT WANT THE GOODS SENT TO YOU?
- IS THERE A MAILING OR HANDLING FEE?
- HOW MUCH IS IT?

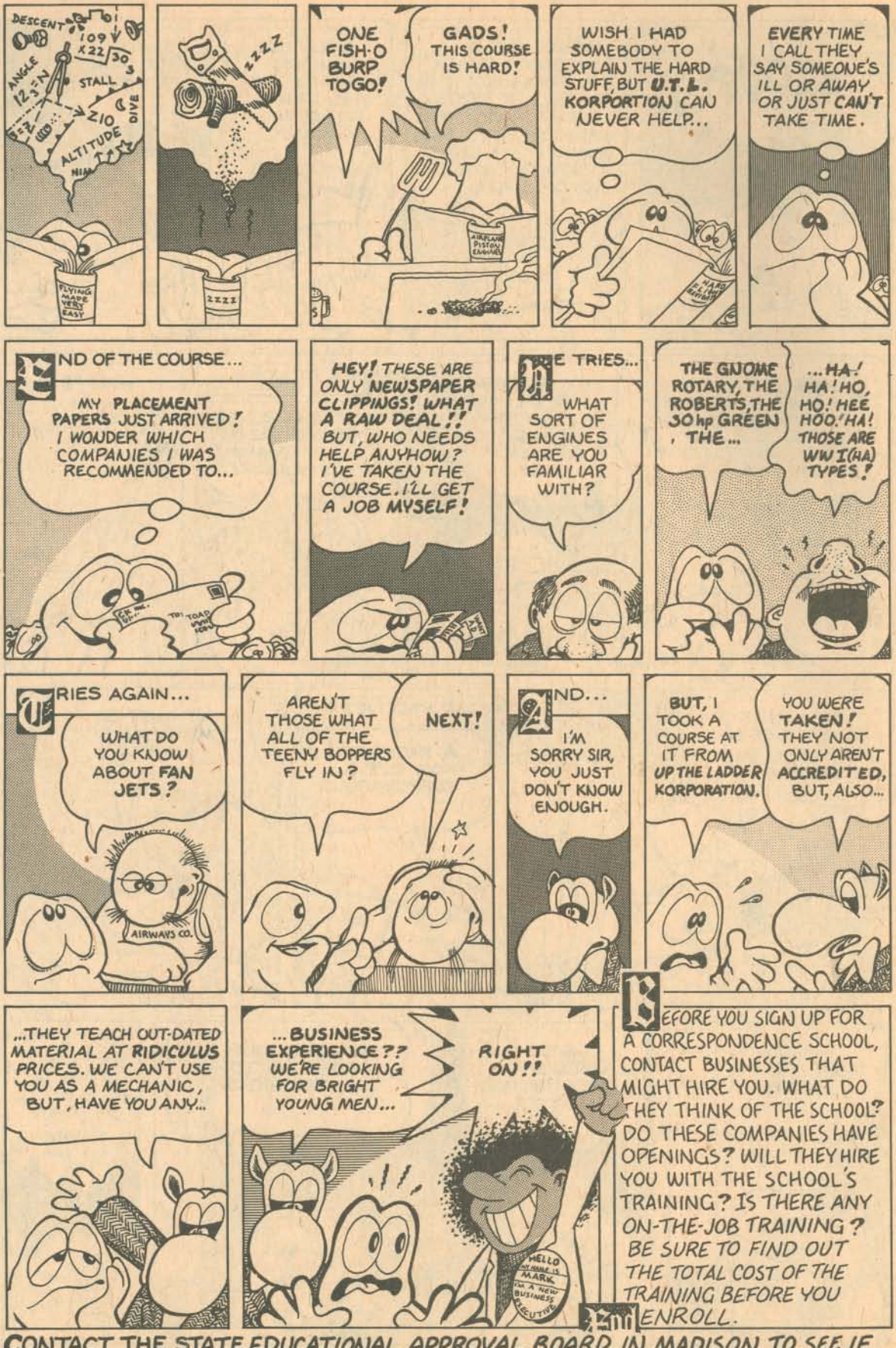
IF YOU GET THREE BOOKS FOR $1 AS AN INTRODUCTORY PACKAGE, BUT YOU HAVE TO BUY SIX MORE AT $10 EACH, YOU WILL END UP PAYING $61 FOR NINE BOOKS — OR $7 PER BOOK. THAT'S NO BARGAIN!

BE SURE YOU KNOW THE AVERAGE PRICE YOU WILL PAY PER ITEM.

MATCH BOOK BLUNDER
I'M BACK IN SHOW BIZ!
ARN'TCHA GLAD?
LOAD, IN AN EFFORT TO SUPPORT HIS WIFE AND 256 UNPLANNED-FOR KIDS, HAS GONE OUT INTO THE WORLD TO GET A JOB. AS THE STORY OPENS HE IS HARD AT WORK...
BEIN' A BOTTOM-RUNG BURGER SLINGER JUST DOESN'T THRILL ME ANYMORE...
BURP'S BURGERS
SALT
FOR A GUY WITH ALL MY AMBITION IT'S A REAL NO-WHERE JOB...
BURP'S BURGERS
WITH ALL YOUR SCHOOLING IT'S ABOUT RIGHT MR. DROPOUTSKI. WHAT YOU OUGHT TO DO IS LIKE OL' MARK HERE.
MANAGER
YEH, WHAT?
NIGHT SCHOOL! YESSIR, GOOD OL' NUMBER ONE IS STUDYING UP FO' A BUSINESS EXECUTIVE JOB.
MANAGER
I'M ALL DONE WITH SCHOOLS,.
...BUT, IF IT MAKES YOU HAPPY KEEP STUDYIN' 'N' DOIN' THAT HOMEWORK AND...
BURP'S BURGER
TRUE DESIRES
AND YOU KEEP SLAPPIN' BURGERS BOY... I NEED A GIANTBURP AND THREE FISH-O-BURPS.
NIGHT SCHOOL? TOO MUCH HASSLE KEEPIN' UP... BUT, THERE MUST BE A QUICKER WAY TO A GOOD JOB.
BURP'S BURGERS
I NEED TWO INDIGESTOBURPS TO GO... HOLD THE OATMEAL!
I'M TALENTED, I SHOULD BE DOIN' SOME SKILLED LABOR.
ON HIS LUNCH BREAK...
HEY MAN, GOT A MATCH?
NOT SINCE SUPERMAN! HO, HO, HEE HAW, HO
PETRIFIED JOKES... PETRIFIED JOB... HEY! WHAT'S THIS?
EARN BIG MONEY
Be An AIRPLANE MECHANIC
Call 277-7121
For Details:
UP THE LADDER KORPORATION

WHY NOT? I CAN DO ALL MY STUDYING AT HOME AND IN JUST A SHORT TIME I'LL HAVE A GOOD JOB...
...EARNING BIG MONEY AND MAKING A CAREER!
$ $
GUESS I'LL GIVE THEM A CALL TONIGHT.
HEY! TOAD GET BACK TO WORK!
AT HOME THAT EVENING...
NOW WHERE'D I PUT THAT NUMBER?
HELLO? IS THIS THE UP THE LADDER KORPORATION?
I'D LIKE TO ENROLL IN YOUR AIRPLANE MECHANICS COURSE. COULD YOU TELL ME ABOUT IT?
WELL...UGH... IT'S A SIX-WEEK COURSE FOR ONLY $200, AND AT THE END WE HELP PLACE YOU IN A NEW JOB. NOW,...YOUR TRAINING INCLUDES...
ROSCOE'S DANCE SCHOOL
MECHANIC SCHOOL
SOUNDS GOOD... YES, SEND ME THE CONTRACT.
THE NEXT DAY...
GADS! WHAT A BORING DAY AT WORK.
BUS
HOPE THERE'S SOMETHING INTERESTING IN THE MAIL.
BILLS...BILLS... HMMM...A LETTER FROM OL' ERNIE... BILLS...
BILL CO.
TRASH
TRASH
HEY! HERE'S THE CONTRACT!
MAYBE I SHOULD READ IT BEFORE I SIGN...

$700?
HELLO? U.T.L. KORPORATION? OVER THE PHONE YOU TOLD ME THE PRICE OF THIS SIX-WEEK MECHANIC COURSE WAS $200.00, BUT IN THIS CONTRACT IT'S LISTED AT $700.00! MAYBE YOU CAN EXPLAIN?
WELL... UGH... ...UMM... YOU SEE... ITS LIKE THIS... UMMM... EXCUSE ME A MOMENT...
THINK FAST, DONK OL' BOY!
SYRUP
WELL, SIR WE HAD A SHIFT IN PERSONNEL AND OUR MATERIAL COSTS TOOK QUITE A JUMP AND BLAH-DY-DA DA GAA-GA GOO...
SYRUP
I SUPPOSE ITS STILL WORTH THE MONEY... A-A-A-A-GH I CAN SEE MYSELF NOW...
BACK AT WORK...
FUEL LINES CLEAR! READY ON TAKE-OFF! V-V-V-VROOMM! V-V-ROOOM!
WHOOPS!
SIR, I DO BELIEVE THIS LIL AIRPLANE IS YOURS...
MANIAC
TOAD RECEIVES A...
A PACKAGE! FROM U.T.L. KORPORATION!
To TOAD
IT MUST BE MY STUDY KIT STUFF...
...INCLUDING MY TEXT BOOKS...
...AND LEARN-BY-CONSTRUCTION KIT ??
PLASTIC MODEL KIT
ALL DONE WITH THAT... TIME TO HIT THE BOOKS.
LIFT / MASS = SPEED X
DRAG
CAMBER ÷
FUEL
PITCH
ROLL
YAW
AIRPLANE THEORY FOR THE NOT-TOO-BRIGHT
AIRPLAN THEOR FOR THE IDIO


DESCENT
ANGLE
STALL
DIVE
ALTITUDE
FLYING MADE VERY EASY
ZZZZ
ONE FISH-O BURP TO GO!
GADS! THIS COURSE IS HARD!
AIRPLANE PISTON ENGINES
WISH I HAD SOMEBODY TO EXPLAIN THE HARD STUFF, BUT U.T.L. KORPORTION CAN NEVER HELP...
EVERY TIME I CALL THEY SAY SOMEONE'S ILL OR AWAY OR JUST CAN'T TAKE TIME.
END OF THE COURSE...
MY PLACEMENT PAPERS JUST ARRIVED! I WONDER WHICH COMPANIES I WAS RECOMMENDED TO...
HEY! THESE ARE ONLY NEWSPAPER CLIPPINGS! WHAT A RAW DEAL!! BUT, WHO NEEDS HELP ANYHOW? I'VE TAKEN THE COURSE. I'LL GET A JOB MYSELF!
HE TRIES...
WHAT SORT OF ENGINES ARE YOU FAMILIAR WITH?
THE GNOME ROTARY, THE ROBERTS, THE 30 hp GREEN, THE...
...HA! HA! HO, HO! HEE HOO! HA! THOSE ARE WWI(HA) TYPES!
TRIES AGAIN...
WHAT DO YOU KNOW ABOUT FAN JETS?
AIRWAYS CO.
AREN'T THOSE WHAT ALL OF THE TEENY BOPPERS FLY IN?
NEXT!
AND...
I'M SORRY SIR, YOU JUST DON'T KNOW ENOUGH.
BUT, I TOOK A COURSE AT IT FROM UP THE LADDER KORPORATION.
YOU WERE TAKEN! THEY NOT ONLY AREN'T ACCREDITED, BUT, ALSO...
...THEY TEACH OUT-DATED MATERIAL AT RIDICULUS PRICES. WE CAN'T USE YOU AS A MECHANIC, BUT, HAVE YOU ANY...
...BUSINESS EXPERIENCE?? WE'RE LOOKING FOR BRIGHT YOUNG MEN...
RIGHT ON!!
HELLO MY NAME IS MARK I'M A NEW BUSINESS EXECUTIVE
BEFORE YOU SIGN UP FOR A CORRESPONDENCE SCHOOL, CONTACT BUSINESSES THAT MIGHT HIRE YOU. WHAT DO THEY THINK OF THE SCHOOL? DO THESE COMPANIES HAVE OPENINGS? WILL THEY HIRE YOU WITH THE SCHOOL'S TRAINING? IS THERE ANY ON-THE-JOB TRAINING? BE SURE TO FIND OUT THE TOTAL COST OF THE TRAINING BEFORE YOU ENROLL.
CONTACT THE STATE EDUCATIONAL APPROVAL BOARD IN MADISON TO SEE IF THE SCHOOL IS APPROVED TO DO BUSINESS IN WISCONSIN.

IF YOU HAVE A CONSUMER PROBLEM...

COMPLAIN.

Sooner or later, everyone has problems with something they've bought. There are many reasons why this happens: poor product quality; misrepresented terms; uninformed buyers; worthless guarantees; unnecessary purchases; etc.

Whatever the reason, you can help protect yourself by becoming a wise consumer. To protect yourself, remember:

1. KNOW WHAT YOU WANT. Seek out as much information as possible about a particular product or service before you buy. Check Consumer Reports and other library sources for information regarding particular products. Try to buy only what you need.

2. KNOW WHO YOU ARE DEALING WITH. Check out the firm with your Chamber of Commerce, Better Business Bureau, or Consumer Protection Agency. Be sure you check the store's policy regarding refunds, lay aways, repairs, and guarantees.

3. READ BEFORE YOU SIGN. Leases, guarantees, and contracts all have legal meaning. Be sure you read and understand their contents. If you have any questions, ask a friend to help you, or seek legal advice. Make sure all blank spaces are filled in and keep a copy in a safe place. If a seller makes a promise to you about a product, ask him or her to write it on the receipt you get.

4. CHECK THE FINANCING COSTS. The annual interest rate (% of interest per year) and the finance charge ($ amount of finance cost) should be used to compare the cost of credit from competing lenders.

5. IF YOU HAVE A CONSUMER PROBLEM, COMPLAIN. Contact the business firm about your problem. If that doesn't work, you can register a complaint with your local Better Business Bureau or Chamber of Commerce. You might also consider talking to a private lawyer regarding your legal rights. If you feel you have been defrauded, contact the Office of Consumer Protection in the Wisconsin Justice Department.* Call our Milwaukee office at 224-1867. Write to our Madison office, 114 East State Capitol, Madison, Wis. 53702.

*Wisconsin residents only.

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702
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